



**South Bay Association
of Chambers of Commerce**

EX PARTE OR LATE FILED

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April 1, 2001

Mr. Michael K. Powell
Chair
Federal Communications Commission
445 – 12th Street, SW
Washington, D.C. 20554

RE: Petition #CC99200-f Area Code

Dear Chairman Powell:

The South Bay Association of Chambers of Commerce (SBACC), an 18-chamber and corporation consortium, represents more than 55,000 business members in the South Bay region. We are located in the heart of the aerospace industries and advocate on behalf of 20 cities. We urge you to consider a technology overlay (cell phones, ATMs, automatic dialers, scanners, data lines) as a viable alternative that would alleviate the area code shortage and not be burdensome on businesses and residents in the area.

The SBACC opposes an area code split as a solution to the 310 prefix shortage

A geographic split, as proposed, means that our business members will bear the additional expense to change stationery, business cards, signage, promotional materials and customer contact information. This is particularly taxing to small businesses and areas that are trying to promote economic development.

Our community needs policies that support local businesses and provide convenience to customers and residents. With an overlay, businesses are not inconvenienced nor financially penalized by having to change their phone number, notify their customers of the change and pay the unanticipated and unnecessary expense to change business promotional material. President Lynch, the costs to implement these changes are real and will have a significant impact on our members and their operations.

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Chairman Powell

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We are also extremely concerned about the findings of the number pool audit; have you verified that all assigned numbers have been used? What's the process for reassigning numbers that are recouped through business/residents moving?

We strongly urge you to reconsider your position on the 310 area code; the technology overlay is the most equitable solution for all communities in the area, not the geographic split.

Sincerely,

Christine Rodriguez-Lara
President

cc: CPUC President Lynch
US Senator B. Boxer
US Senator D. Feinstein
US Congressman J. Harman
US Congressman M. Waters
State Senator D. Bowen
State Senator B. Karnette
State Assemblymember G. Nakano
State Assemblymember J. Oropeza
State Assemblymember A. Lowenthal

